

# Highlands & Islands Groups of NA Website Analytics Report October 2020

We re-activated the Google analytics for the HIGNA Website on Oct 2<sup>nd</sup> 2020 to establish its effectiveness and reach. It will obviously take a number of months to gain a true picture but the data collected so far this month is a useful benchmark for us to look at moving forwards in any PI efforts we may choose to deploy.

## Overview:

In the last month we have had 367 individual site users from 10 countries spread around the world and from all continents with the exclusion of Antarctica. The largest number of site visits has been from the UK and the US, those being 43.35% & 35.22% of total website traffic respectively. Those 367 individual users have collectively visited the site 810 times and created 1407 separate page views.

The most viewed pages are the About-us and the Home Page at 39.16% and 32.2% respectively with the JFT page at 83 views being the next highest at 5.9%. The remainder of the other pages are being viewed far less frequently but with a fairly even % spread of hits, the least visited being the Cleantime page at 1.28%.

By far the largest number of site access events is made via mobile devices, those being Android at 44.2% and iOS at 30.43%. Access via Windows and Mac is 17.39% and 7.97% respectively.

By gender that is 54.15% male and 45.85% female with the conglomerate of highest percentage by age being 18 to 34 at 61% and the lowest at 55 to 65+ at 11%.

Data on how users are finding the site are: Direct search at 52.5%, Organic Search at 36.2%, Referral from other sites at 8.5% and Social at 2.8%.\*

\*The list below explains the various terms used to describe the sources of website traffic.

- **Direct:** Any traffic where the referrer or source is unknown (such as announcements in meetings etc.)
- **Email:** Traffic from email marketing that has been properly tagged with an email parameter
- **Organic:** Traffic from search engine results that is earned, not paid
- **Paid search:** Traffic from search engine results that is the result of paid advertising via Google AdWords or another paid search platform
- **Referral:** Traffic that occurs when a user finds you through a site other than a major search engine
- **Social:** Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram
- **Other:** If traffic does not fit into another source or has been tagged as "Other" via a URL parameter, it will be bucketed into "Other" traffic

There are any number of other data sets available via the Google Analytics plugin but have tried to include those that give us the most useful information without drilling down into them too far. Please be assured that no personal information is either collected or stored as part of this process.

## Conclusion:

As stated above it is clearly too soon to use this data to make any meaningful determination as to the websites effectiveness in respect of Tradition 5 over time. However the data collected so far is useful in terms of it being a snapshot of the demographic of users accessing it, by what means and how they are finding us. It is of note that quite unexpectedly the lowest percentages of traffic being generated are by Referral from other websites and Social media which may be something we might consider looking at trying to improve in the short term.

As ever ILF&S Steve A